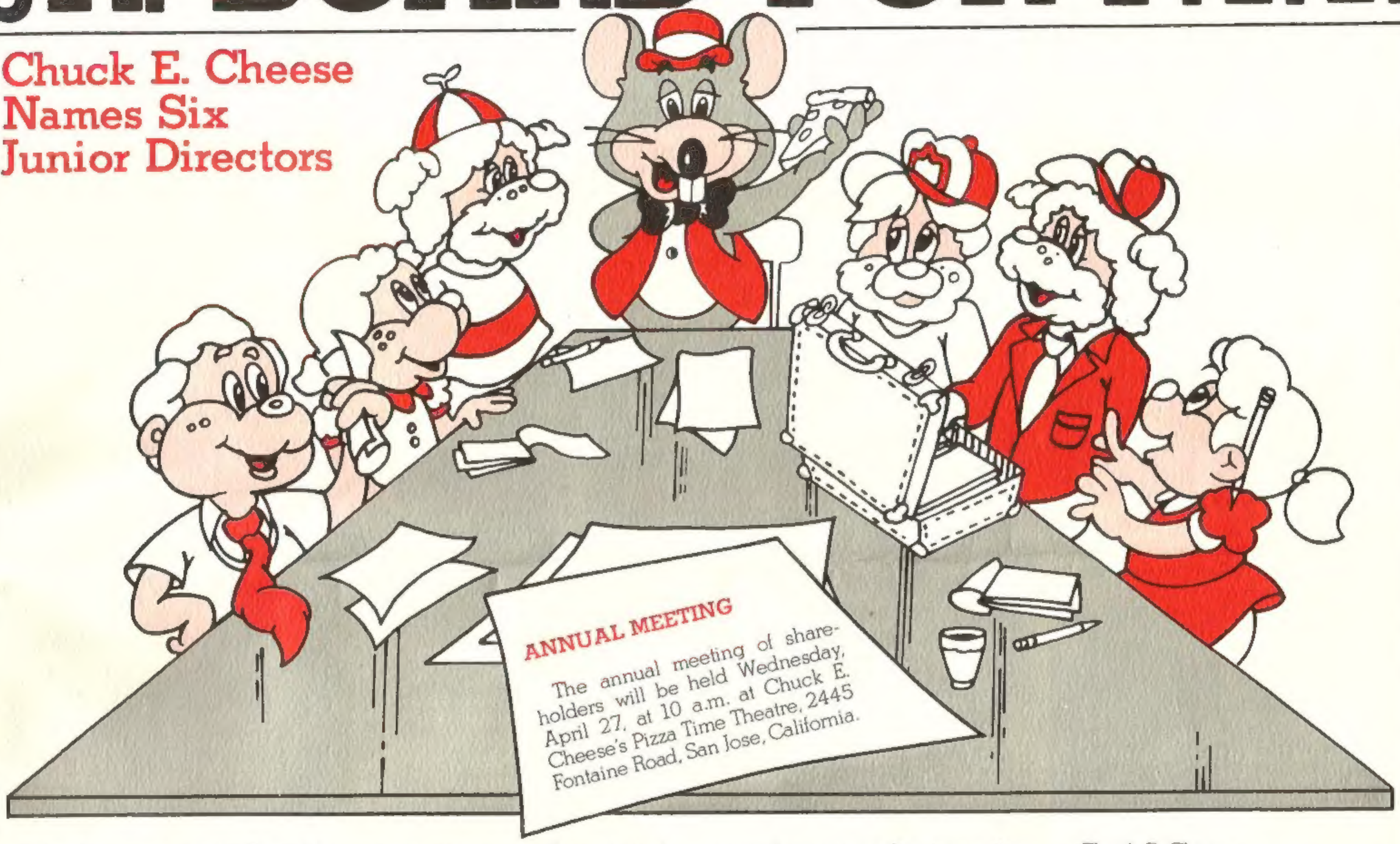
The Pizza Times

Volume Three, Issue One March 1983

JR. BOARD FOR P.T.T.

Chuck E. Cheese Names Six Junior Directors



The selection of a Junior Board of Directors for Pizza Time Theatre, Inc. is an historic event. Not only is it a first for the Company, it's probably the first junior board ever appointed to serve a publicly held company in the U.S.

The new board members were selected from more than 100 entrants in a contest held in five Pizza Time Theatres located in communities near the corporate offices in Sunnyvale, California. They are Josh Bandfield, 8, of Campbell; Kimberly Edmonds, 11, of Milpitas; Jackie Gladden, 9, of San Jose; Gloria Nevaraz, 11, of Santa Clara; Todd Sarner, 12, of San Jose; and Geoffrey C. Tuffli, 10, of Los Altos Hills.

The contest, open to 8 to 12-year-olds, asked the children to mail in entry forms responding to questions such as what they liked best about Chuck E. Cheese's, and what they would do to make Chuck E. Cheese's even more fun.

The junior directors, as representatives of Pizza Time's primary audience, will act as a sounding board for new developments, and contribute ideas for premiums, games and new directions for Chuck E. Cheese.

The first board meeting for the junior directors is March 30 at the corporate offices. The agenda includes welcoming talks from Chairman Nolan Bushnell and President Joe Keenan, an orientation, and a tour of the animation studio. The junior directors will also attend the Annual Meeting, April 27.

New Manufacturing Building Opens

Pizza Time Theatre's new manufacturing facilities opened in February in Milpitas, California. Located several miles from the corporate office, the two-buildings house Cyberamic manufacturing, and engineering, wardrobe, purchasing, field services, warehousing distribution and new cosmetic design.

The new 60,000 square-foot manufacturing building replaces the 23,800 square-foot building at 310 Carribean Drive in Sunnyvale that had been occupied since last March. Accounting, personnel, payroll and data processing departments are moving into the vacated building.

The 33,000 square-foot distribution center at 914 Carribean has also been vacated. The new center occupies a 101,000 square-foot facility behind the manufacturing building.

The interior finishes, as well as the furnishings, were selected by cosmetic/wardrobe supervisor Kathy Hopp and cosmetic designer Jul Kamen. In addition to more attractive surroundings, the 150 employees at the new facilities will have an exercise room they can use during lunch or after work.

"Aside from expanded work areas, what everyone likes most about the new buildings is that we finally have enough parking spaces and a lunch room that can accommodate everyone!" says Hopp, commenting on the new facilities.

Inside the new assembly area are (left to right) John Impson, vice president of manufacturing; Jul Kamen, wardrobe prototype designer; Kathy Hopp, wardrobe supervisor; and Ed Warleno, director of manufacturing.

1982 Annual Report

"Full Speed Ahead" is the theme for Pizza Time Theatre, Inc.'s 1982 annual report published the end of March. "Commodore" Chuck E. Cheese in nautical costume is on the cover of the 24-page book. Cartoon illustrations of Chuck E. Cheese and the other Pizza Time characters are featured throughout the report.

This year, a supplementary piece, Chuck E. Cheese's 1982 Annual Report for Kids, is found in a pocket inside the front cover. This 16-page booklet written for children tells the basic story of Chuck E. Cheese's business through simple text illustrated with colorful drawings. Additional copies of the annual report for kids are available for teachers to use in the classroom, and for children upon request.

Both the 1982 annual report and the kids annual report were written, designed, illustrated and produced in-house with outside photography, printing and typesetting services under the general direction of Suzie Crocker, director of communications and art director Daved Garza.

Record Year End Earnings

The Company posted record earnings for the fiscal year and fourth quarter ended December 30, 1982.

Fiscal Summary	52 Weeks Ended December 30, 1982	December 27, 1981
Revenues	$99,286,068	$36,218,914
Pre-tax Income	$ 8,817,236	$ 3,252,056
Net Income	$ 7,507,736	$ 2,601,056
Earnings per share	$1.27	$ .58
	16 Weeks Ended	
	December 30, 1982	**December 27, 1981**
Revenues	$34,125,930	$14,030,443
Pre-tax Income	$ 1,866,037	$ 1,429,639
Net Income	$ 2,466,037	$ 1,382,439
Earnings per share	$ .42	$ .26
Centers open at end of period:		
Company	109	44
Franchised	95	44
Total	204	88

Total revenues for the year increased 174 percent compared to the previous year, while net income advanced 189 percent. Revenues from Company centers were $82,580,000 for the year, a 179 percent increase over last year. Revenues from franchise operations for 1982 were $16,706,000, 150 percent higher than 1981. The increase in revenues from Company and franchise centers and in net income for the year was due primarily to the greater number of centers in operation.

Revenues for the fourth quarter ended December 30, 1982, increased 143 percent and net income increased 78 percent as compared with the fourth of 1981. Revenues from Company centers were $28,812,000 for the fourth quarter, a 145 percent increase over the same quarter last year. Revenues from franchise operations for the fourth quarter were $5,314,000, a 135 percent increase over the comparable quarter last year.

New Licensing Program

Pizza Time Theatre has formed an agreement with Trademark & Technology Exchange to function as an independent contracting consultant in the licensing of Chuck E. Cheese merchandise.

Wes Anson and Jan Hanson, licensing consultants for Trademark & Technology Exchange, are now responsible for finding qualified companies who would be willing to enter into licensing agreements with Pizza Time Theatre. In such an agreement, different manufacturers will be able to produce Chuck E. Cheese merchandise, such as toys and clothing, to sell in retail stores all over the world.

"We hope to sign up at least 10 to 15 licensees this year," said Pat Saign, marketing vice president. "By the holiday season of 1984, Chuck E. Cheese merchandise should be in many major retail outlets."

Salary Deferral Plan

A new savings and investment opportunity currently being implemented by Pizza Time Theatre, Inc. will help employees reduce current taxable income and allow the savings of income for retirement. Brochures explaining the plan and enrollment forms were mailed to all eligible employees in March.

Nancy DeVita, director of human resources; Sue DeMartini, human resources manager for store operations; and Jan Hernandez, senior financial analyst, are giving presentations on the plan and answering questions at meetings of district directors, regional directors and store managers at various locations around the country.

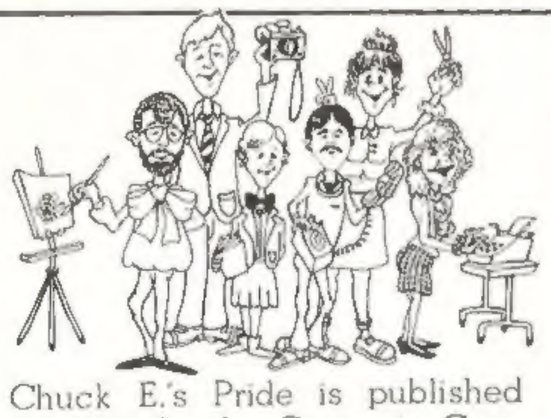
According to DeVita, "Response to the plan has been very positive, and we're looking forward to good employee participation in the plan throughout the company."

Hellick To Head Center Operations

George F. Hellick has been named senior vice president of operations for Pizza Time Theatre, Inc. He is responsible for all operations of company-owned centers, according to President Joseph F. Keenan.

For the past seven years, Hellick has been with Denny's Inc. of La Mirada, California. Since 1979, he has served as vice president of operations for Winchell's Donut House, Inc., an 839-unit subsidiary of Denny's. At Winchell's Hellick was responsible for the day-to-day operations of the donut shops. Before that, he was corporate director of marketing for Denny's, Inc., and prior to that, was director of marketing for Winchell's. His other experience includes product management responsibilities at ITT Continental Baking and at American Can.

Hellick, 42, is a graduate of Dartmouth College and holds an M.B.A. degree from Lehigh University.



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The Pizza Times

In January, the Daytona Beach, Florida, Pizza Time celebrated its first anniversary and took a picture of all the employees, who've been with the store since it opened. Pictured: (back row, left to right) Donna Dittbenner; Bob Epstein, manager; Tami Antaler; Lynn Johnson; Cassandra Funderburk; Jean Danehy; Mike Fuhrer, general manager; Lori Dodson; (center row) Angie Landis; Jeff Cabaniss, manager; Teresa Cecil; Charlie Atkinson; (front row) Fred Glover; and Jackie Decker.

Chuck E.'s Pride Award Winners

The fourth quarter Chuck E.'s Pride Awards were won by the National City, Calif., corporate store and, the Honolulu, Hawaii franchise store. This is the first time a unit in the Western Region has won the corporate award. In addition, Honolulu is the first Pizza Time outside the continental U.S. to receive an award.

The award was created in 1981 to recognize stores exemplifying the highest standards of food, entertainment, service and overall operations. Winners receive a plaque for permanent display and cast members are given special buttons to wear for the quarter.

The National City Pizza Time is in district 3203 with Jerry Pate, regional director; Keith Bakker, district director; Ray Musci, district service manager; Bill Campion, regional marketing director, and Jan Boyd, marketing sales representative.

The Chuck E. Cheese's Honolulu unit is franchised by the Profit Company Ltd. Selwyn Chan is the company's president and Bruce Gee is director of operations. Susan Schaller is the corporate regional franchise representative.

Marketing Achievement Award

Pizza Time Theatre, Inc. won an award for outstanding achievement in services marketing in 1982 from Sales & Marketing Management magazine.

The eighth annual awards competition covered six major marketing categories with the winners representing 1982's best sales and marketing efforts within a specific marketing context. Pizza Time was one of four companies receiving awards in the retailing category.

Pat Saign, marketing vice president, said, "We are proud of our 1982 marketing program, and look forward to even greater success in 1983. We're off to a good start with the Smile America campaign, the group sales program, and our ongoing promotions as well as our four national promotions."

Group Sales Leaders

Corporate stores with marketing sales representatives are experiencing increased group business this year as a result of the program. The staff of 17 saleswomen has been aggressively booking service organizations, athletic teams, company groups and others into the Pizza Time Theatres in their territories.

Recently recognized as being the first quarter sales leaders in their regions are Bonnie Collins, Northern California; Regina Craven, Southern California; Kathy Favel, Texas; and Rhonda Kaminsky, Florida. With the exception of Bonnie Collins, who had been an executive recruiter for a personnel agency, all the leading sales reps previously had been promotional coordinators.

Inside Honolulu's Pizza Time Theatre are (left to right), Wayne Kirihara, general manager; Robinson Tsoi, manager; Bruce Gee, director of operations; and Larry Chastain, manager (kneeling).

Ken Lewis, left, technician at the Loves Park, Illinois, store, accepts a check from Jerry Meyer, director of technical services, for designing the tail stand off modification for "The King," which allows better performance and reliability. The presentation took place at the Amusement and Music Operators Association convention in Chicago in November.

Posing with the cast of the National City Pizza Time are managers Vikki Rice and Steve Nisenoff (far left), George Turek (far right, kneeling), and Dennis Chapman, general manager (standing, far right).

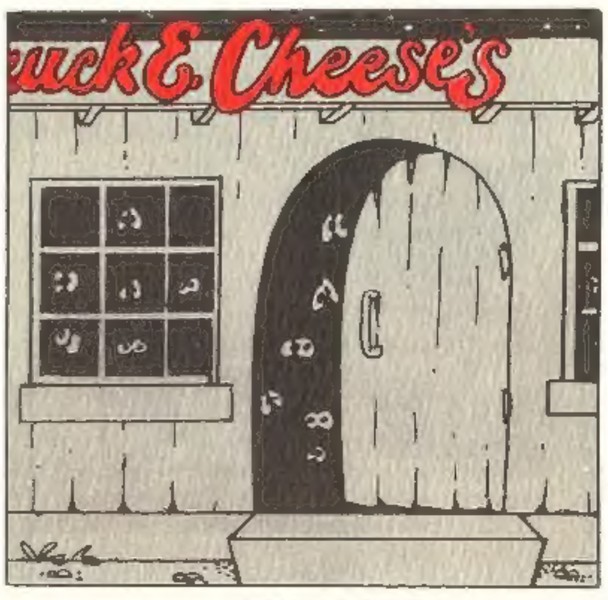
Fran Maun (left center), district 3407 director, receives a congratulatory watch from director of operations Jerry Kenney for meeting Chuck E.'s Challenge in periods 11 and 12. The Challenge was for a mutually agreed on sales goal between store and corporate management at the Waterbury, Connecticut, Pizza Time. Joining in the congratulations are Joel Petersen, Eastern Regional Director (far left) and John Scott, senior vice president, franchise.

Sunnyvale PTT Shines During Blackout

During a winter power failure at the Sunnyvale, California, Pizza Time Theatre, employees proved they know how to make the best of a bad situation.

Joan Nelson, the area rep for the newly developed Marketing Sales Representative Program, had her first group booking scheduled to visit the store that afternoon when the power failed. She and the other employees didn't want to turn the group away so they lit candles in ashtrays and set them around the store. Several cast members dressed up in walk-around costumes and led the crowd in singing Christmas carols. The enthusiastic group of about 50 thoroughly enjoyed the food, fun and entertainment. "Although the customers couldn't play any games, they still got just about everything they came in for and went home happy," said manager Paul Neimann.

More than anything though, the crowd was impressed with the spirit of Sunnyvale's employees. Congratulations to you, Sunnyvale, for turning what could have been a very unprofitable day into a real success!



Franchise News

International Franchise News

Since the opening of franchise units in Australia, Canada, and Hong Kong, Jack Campbell, vice president, International, has been working on the development of additional international stores for 1983.

In June, franchisee Bill Gibson of Santa Rosa Enterprises, Inc. will be opening his first Pizza Time Theatre, located in Condado, San Juan, Puerto Rico. Also to open by the end of 1983 are franchise units in England and France.

Franchisees expecting to open second units this summer are Gus Chow of Whimsy Company Limited with a site in Causeway Bay, Hong Kong and Skip Palmer of Grundy Leisure with a location in Parramatta, a suburb of Sidney, Australia.

This is really only the beginning of expansion into other countries for Chuck E. Cheese's, according to Jack Campbell. "In 1984 we will see major international expansion. At this time, we are easing into the international market and making careful site selections for future Pizza Time Theatres."

Celebrating the opening of the Australian Pizza Playhouse relocated in Carina, Queensland, are (left to right) Phil Stewart, field services product specialist; Skip Palmer, senior vice president of the Grundy Company; and Jim Musgrove, director of Chuck E. Cheese's University.

Franchise Units Open

Ten new franchise units opened in the first quarter of 1983. Family Entertainment Centers opened stores in Silver Springs and Gaithersburg, Maryland and in Portsmouth, Virginia.

McKnight Family Centers, Inc. opened a unit in Bridgeville, Pennsylvania while Little Caesar Enterprises opened one in Chicago, Illinois.

Intermountain Pizza Theatre, Inc. opened their fifth store in Sandy, Utah and Family Pizza Centers North, Inc. had two more openings in Waukegan and Normal, Illinois.

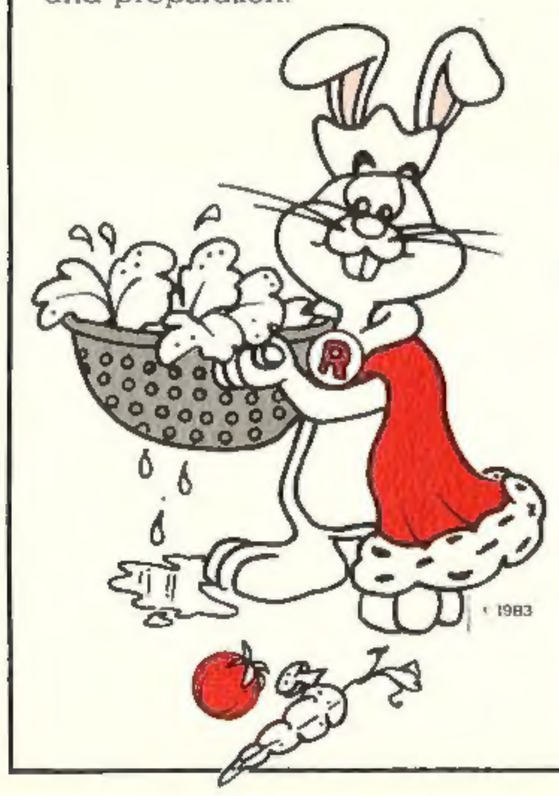
Pizza Concepts Inc. opened another New York store in Greece while Prime Time Ventures, Inc. opened a unit in Phoenix, Arizona.

Steve Snow of Family Entertainment Inc., franchisee of the Florence, Kentucky, Pizza Time, displays the plaque proclaiming him a genuine Kentucky Colonel. The honorary title was presented to him by Kentucky governor John Brown.

Food Standards and Purchasing Report

Salad Bar Program

In February the new Salad Bar Program began rolling out in company Pizza Time Theatres. The program, supported by an eighty-page manual, was designed to maximize consistency in presentation, and to enhance Pizza Time Theatre's quality food statement. The manual includes complete sections on smallwares, ingredients and specifications, preparation (with pictures of step-by-step procedures), salad bar layouts, and presentation. Emphasis is placed on ordering and receiving procedures, cost controls, sanitation, and on increasing the awareness of fresh produce purchasing and preparation.



The new program was developed following extensive unit testing, where notable increases in salad sales and reductions in costs were found. The new salad bar may include from 25 to 40 ingredients, dressings, and toppings depending on store size and volume. Smallwares have been upgraded, including a new salad bowl and sturdier utensils.

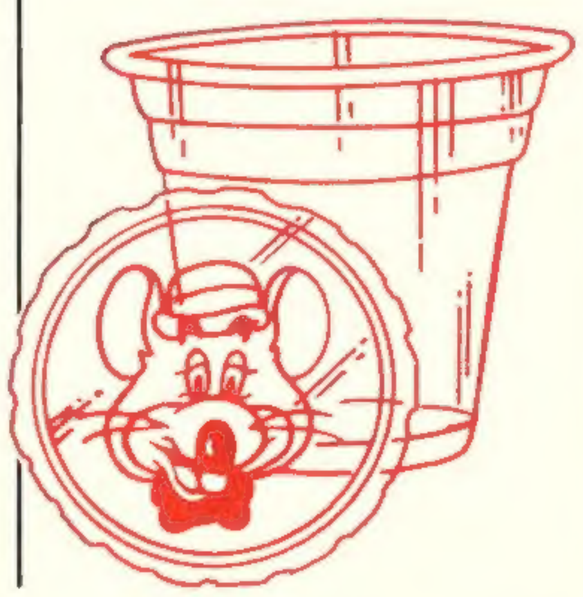
Salad bar presentation has also been enhanced by focusing on fresh garnish and adding height to each ingredient configuration.

With the introduction of the new Salad Bar Program comes the debut of a new character, Roy L. Rabbit, whose sole purpose is to promote the program. Roll-out is expected to be completed by this summer.

Sundae Package

A new sundae package was introduced recently in most Pizza Time Theatre units. The packaging consists of a clear plastic 6-ounce sundae cup and a clear dome lid molded with the face of Chuck E. Cheese. The lid has a coin slot so that the entire container may be taken home and used as a token bank.

Corporate stores and most franchise stores have eliminated the sundae topping bar. All toppings are now portioned at the back bar, and the available flavors are chocolate, butterscotch, and strawberry. This new system allows for better control and has resulted in lower pricing to the consumer. Corporate stores will sell the sundae package for $0.79.



Animation News

A new Cyberamics show entitled "Madame Oink's World of Music," debuts this month.

The stage features a series of dials and a piano keyboard which, when lit, turns into Pizza Time's newest character, Madame Oink's tune machine. The machine takes Madame Oink and the other characters on a musical extravaganza in which they sing country classics, hits from the roaring '20's and the fabulous '50's, and Hollywood musicals.

Responsible for the production of the show are Cyberamic animator, Jeff Risk, who choreographed the animation, and director of entertainment, Mike Hatcher, who programmed the lighting.

"From a standpoint of music, animation and lighting, this is the best show we've ever produced. You can't watch it without getting excited. It even impressed Chuck E. Cheese!," said Hatcher.

Computer Graphics Bring Chuck E. To Life

A dramatic new step in the career of Chuck E. Cheese is unfolding in Pizza Time's Entertainment Department: Kadabrascope! Under the guidance of Michael Hatcher, Entertainment Department director, the Big C and all his friends are coming to life as cartoons through the most sophisticated computer-animation equipment available.

Using the Computer Assisted Animation System (CAAS) developed by the New York Institute of Technology, Pizza Time Theatre will be able to produce cartoons equal in quality to those done during the 1940s by Disney and Warner Bros. During this "golden age" of cartoons the major studios employed hundreds of production artists to work on animated features and shorts, since each frame of the cartoon had to be hand drawn and painted. It was also very expensive.

Starting in the '50s and continuing through today, most cartoons have been done with partial animation as a cost cutting measure. This differs from traditional animation in that only half the number of cartoon frames are used. As a result, the characters lack the smooth and more life-like movement of the old cartoons.

Kadabrascope has the capability to recreate the classical form of animation in a fraction of the time and expense. With CAAS, a computer will take the first and last frames in a movement, say of Chuck E. taking a step, and will generate all the "in-between" frames to the next step, which is five or more drawings. This computer is called, appropriately enough, the "Tween." Pizza Time Theatre is the only company in the U.S. to have the CAAS system besides New York Institute.

Jack Nichols, who has been an illustrator for both Disney and Warner Bros., is the art director for Kadabrascope. His sketches are converted to hard-line cartoons by Bob Pauley, a former illustrator for Marriott's Great America theme park. These "key frames" are then scanned into the computer with a video digitizer, which is similar to a standard video camera. Donna Cohen, the computer graphics coordinator who handles this job, then adds color to the characters and background by using a computerized palette, which can color an entire area with just a touch of the special pen.

This information is stored on giant disc drives and can be instantly changed without redrawing the cartoon. When full animation is being done, only the hand-drawn key frames will have to be colored. All the frames generated by the Tween are colored by the "Tweep," the "in-between painter," which does an identical match of the key frames. With the Tween-Tweep system, an animator can work at least 10 to 20 times faster than before.

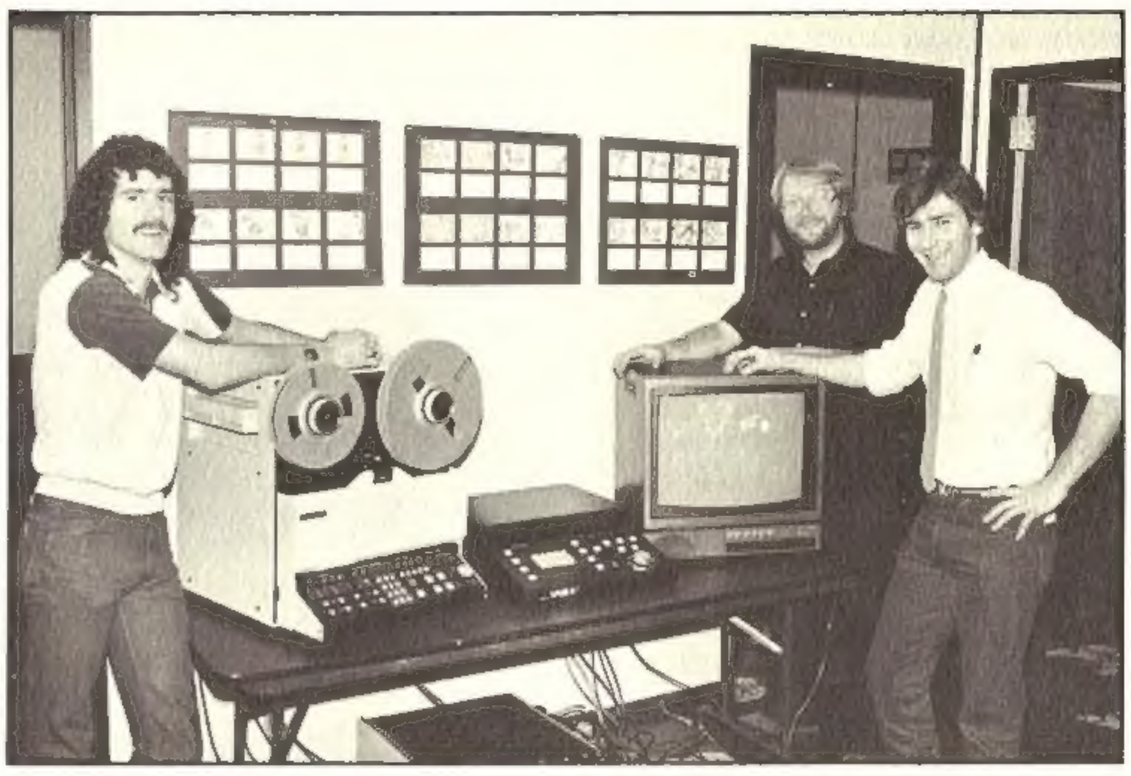
Once the animation is finished, the story must be edited together with the timing track and soundtrack. All character voices are recorded in Pizza Time's own studio. Sound engineer Matt Howe handles recording jobs for both the Cyberamics and Kadabrascope projects. Cyberamic animator Jeff Risk is responsible for the timing track. Mike Hatcher has the time-consuming task of putting all the elements together into the finished product, which is then recorded from the computer onto one-inch video tape for broadcast. Owen Rowley, the production coordinator, sets schedules and sees that everything is progressing on time.

The first cartoon feature is going to be "The Binary Numbers Duet for Computers," an educational story that will "teach kids something without them realizing it," according to Jack Nichols. "Our cartoons are going to be somewhat like fables," says Jack. "They'll be educational but at the same time very entertaining. There won't be any violence in them."

This six-minute cartoon, written by veteran scriptwriter Frank Hill, with an original music score by the team of Remal & Krause, will use limited animation — a "talking storyboard" technique. This type of animation will be used until May, when the last of the equipment is delivered from New York Institute.

Chuck E.'s animated debut will be used in Pizza Time Theatres equipped with a large-screen television and will also be available to schools and cable television networks. Once Pizza Time Theatre's animation lab is completed, cartoons will be released on a regular basis.

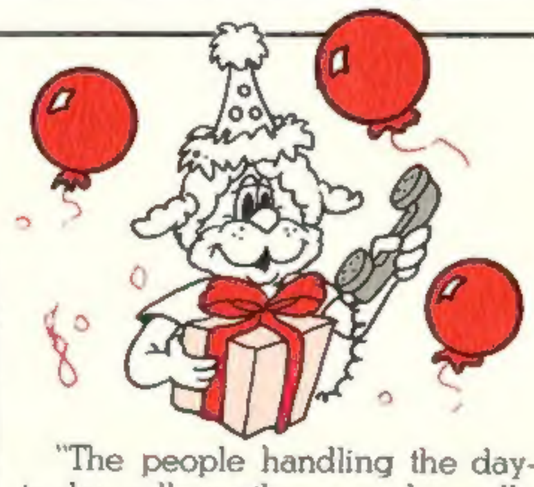
"Within a year animation will be done by computers, whether we do it or someone else does," Jack Nichols forecasts. Mike Hatcher agrees, adding, "Being able to bring back full animation, at a fraction of the cost, by using advanced computer graphics is one of the most exciting things Pizza Time Theatre has done. It shows our continued effort to provide innovative family entertainment."



Kadabrascope projects will be recorded on the video machines displayed by Matt Howe (far left), Owen Rowley and Bob Pauley.

Pictured with the Images System computer graphics equipment are (left to right), Jack Nichols, Donna Cohen (using the digitized tablet) and Mike Hatcher.

Birthday Party Hotline



A birthday party telephone hotline with an 800-number now gives birthday party customers in Southern California the attention they deserve. The hotline alleviates the problem of having cashiers in the stores handle birthday party calls while customers are waiting in line to place their orders.

Hotline operators were originally working with three incoming lines. Due to the overwhelming response, two more lines were installed to handle incoming calls more efficiently. Currently the hotline is booking over 1,500 parties per week for 27 stores.

The success of the hotline would not have been possible without a dedicated effort from a group of special Pizza Time employees. Keith Bakker (district director #3203) was responsible for the initial set-up of the project in the El Cajon store. He and Jack Story (general manager at El Cajon) oversee six hotline operators and the hotline supervisor.

"The people handling the day-to-day calls are the ones who really deserve some recognition. Being friendly and cheerful for eight hours a day isn't always the easiest thing to do," remarked Bill Campion, Southern California regional marketing director. Kathy Ashlee is the dedicated hotline supervisor. Manning the phones are Trina Agenbroad, Anita Galliher, Marion Garcia, Linda Kopowski, Lorraine Paradis and Sherry Simpson.

The future of the hotline looks even brighter. Television commercials in Southern California are now being tagged with the 800-number which will mean more calls, more birthdays, and greater sales for Chuck E. Cheese's. By April 1, 1983 hotlines will be installed in Northern California, Texas, Florida, and Louisiana.

Computer Learning Centers Open

Chuck E. Cheese's Computer Learning Centers are now operating in two California company units. Appropriately located in Silicon Valley, home of numerous computer companies, the Sunnyvale and San Jose (Tully Road) stores offer these new computer classrooms.

Equipped with Apple IIe computers, the learning centers are open to Chuck E. Cheese Computer Club members. A $10 membership fee grants members access to the computer rooms by the use of magnetic membership cards. Members also receive a free introductory computer class and their own personal diskette.

Two computer courses are now being offered in the learning centers for an additional fee. One of these is an introductory class in logo which is designed for students ages 7 to 9. This course teaches the younger student how to use a computer in a fun, informative fashion. Also being offered is a beginning programming class for anyone ten years of age or older. This class introduces the student to programming a computer and, by the end of the course, students should be able to write their own programs. Both classes meet twice a week for six weeks.

The Computer Learning Centers are the next step in promoting computer literacy via Chuck E. Cheese. The computer club membership and course fees are reasonably priced to encourage as many as possible to participate.

Chuck E. Cheese's® Computer Learning Center

Conference Tours Eight Cities

Pizza Time Theatre's first annual store managers' conference, designed to give store management the opportunity to participate with key corporate personnel in discussing 1983's goals and objectives, proved to be very worthwhile to all attending.

Held in eight major cities across the country in early March, the conference gave several hundred managers the opportunity to meet with Nolan Bushnell, chairman; Joe Keenan, president; George Hellick, senior vice president, operations; Bob Coltrane, dean of Chuck E. Cheese's University; John Scott, senior vice president, franchise; Jerry Kenny, director of store operations; Don Marks, vice president, franchising; Pat Saign, vice president, marketing; and Bob Lundquist, vice president, special projects.

Awards were given out in several categories in each region for 1982 performance. The winning company stores were:

The manager's conference participants included (left to right) Judy Murphy, manager of convention planning; Patrick Saign, marketing vice president; George Hellick, senior vice president, operations; Jerry Kenney, director of operations; Bob Coltrane, dean of Chuck E. Cheese's University; John Scott, senior vice president, franchise; and Robert Lundquist, vice president, special projects.

Enjoying the reception at the Southern California conference, from the El Cajon store, are (left to right) Jack Story, general manager; Jan Boyd, marketing sales representative; and Bob Ewing, manager. El Cajon won the Best Profit Award.

Ann Dallman and John Dallman of Family Entertainment Centers of Wisconsin discuss franchise operations with Judy Murphy (right) at the Detroit conference.

Northern California:

GROUP SALES: Modesto
Geary Oreglia, general manager
Dick Horgan, Mario Duran, David Colwell and Juan Estay, managers
Bonnie Collins, marketing sales representative

TRAINING: Sacramento (Florin Road)
Les Zenker, general manager
Neil Beymer, Roland Hervey, managers

OPERATIONAL EXCELLENCE and GAME ROOM OPERATIONS: Sacramento (Arden Way)
Dennis Clairmont, general manager
James Moore and Jeanette Grant, managers
Debra Christensen, group coordinator

BEST PROFIT: Hayward
Scott Nelson, general manager
Elaine Morton and Scott Frazier, managers
Eric Peterson, group coordinator

Southern California:

GROUP SALES: Garden Grove II
Joe Fisher, general manager
Kelly Nicolau and Doug Bittenbender, managers
Bonnie Mezyk, group coordinator

TRAINING and OPERATIONAL EXCELLENCE: Pico Rivera
Larry Brangero, general manager
Steve Wright, Larry Martin and Dave White, managers
Marisela Quesada, group coordinator

BEST PROFIT: El Cajon
Jack Story, general manager
Bob Ewing, Russel Madak and Kip Simonson, managers
Jan Boyd, marketing sales representative

GAME ROOM OPERATIONS: National City
Dennis Chapman, general manager
Steve Nisenoff, Vicki Rice and George Turer, managers

Central Region

GROUP SALES: Dallas (Walnut Hill), Texas
Jerome Johnson, general manager
Roger Payne and Don Rohr, managers
Kathy Favel, marketing sales representative

TRAINING: Fort Worth (McCart St.), Texas
Darwin Toler, general manager
Kathi Limbach and Mike McGee, managers

OPERATIONAL EXCELLENCE: Lawton, Oklahoma
Lee Heist, general manager
Steve Butler and Jon Ayers, managers

BEST PROFIT: San Antonio (Military Drive), Texas
Fernando Mendez, general manager
Hazel Wills, manager

Eastern Region

GROUP SALES: Tallahassee, Florida
Jesse Durham, general manager
Stephen Meade and David Parsons, managers
Donna Clark, group coordinator

TRAINING: Daytona, Florida
Mike Fuhrer, general manager
Jeff Cabaniss and Bob Epstein, managers

OPERATIONAL EXCELLENCE: Jacksonville, Florida
Tom Dorey, general manager
Harry Tullos and Spero Zepatos, managers
Susan Davis, group coordinator

BEST PROFIT: Waterbury, Conn.
Mel Tudryn, general manager
Allan Wight, Rezik Kharman and Phil Pettay, managers

GAME ROOM OPERATIONS: Pensacola, Florida
Terry Dawson, general manager
Craig Abel and Tom Collum, managers

The winning franchise stores were:

Northeastern Region

VOLUME: Rockville, Maryland
Family Entertainment Centers Inc.

GROUP SALES and OVERALL OPERATIONS: Monroeville, Pennsylvania
Amy Dunlap
McKnight Development Corp.

GAME ROOM OPERATIONS: Philadelphia, Pennsylvania
Showtime Services Inc.

MANAGEMENT DEVELOPMENT: Bailey's Crossroads, Virginia
Family Entertainment Centers Inc.

Southeastern Region

VOLUME: Penfield, New York
Pizza Concepts Inc.

GROUP SALES: North Olmstead, Ohio
ETR Inc.

OVERALL OPERATIONS: Louisville, Kentucky
Family Entertainment Centers, Inc.

GAME ROOM OPERATIONS: Columbus, Ohio
ETR Inc.

MANAGEMENT DEVELOPMENT: Manchester, New Hampshire
The Wendworth Company

Midwest Region

VOLUME: Warren, Michigan
Little Caesar Enterprises

GROUP SALES: Lisa Ilitch
Little Caesar Enterprises

OVERALL OPERATIONS: Clawson, Michigan
Little Caesar Enterprises

GAME ROOM OPERATIONS: Loves Park, Illinois
Family Pizza Centers North Inc.

MANAGEMENT DEVELOPMENT: Burnsville, Minnesota
Mirada Corporation

Western Region

VOLUME: Federal Way, Washington
The Northwest Company

GROUP SALES: Seattle, Wash.
The Northwest Company

OVERALL OPERATIONS: Beaverton, Oregon
Oregon Pizza Time Theatre Inc.

GAME ROOM OPERATIONS: Seattle (Aurora Ave.), Washington
The Northwest Company

MANAGEMENT DEVELOPMENT: Tukwila, Washington
The Northwest Company

Pizza Time Offering Plush Doll Promotion

Pizza Time Theatre is offering a 14-inch plush doll of Chuck E. Cheese as a special promotion in all 118 company-owned stores and most of the 98 franchised units. This promotion is aimed at boosting sales of large pizzas during the pre-Easter period.

The doll, dressed in a yellow vest and red derby, will be available for $2 with the purchase of any large pizza. It will also be offered as a merchandise item for $7.98. The Chuck E. Cheese dolls will be available while supply lasts.

To promote the doll, a special television commercial has been produced using the "Smile America, Say Chuck E. Cheese" theme. In addition, each participating Pizza Time Theatre has four point-of-purchase mobiles at the food and beverage counters.

"We decided on a plush promotion because of Chuck E.'s extremely high popularity amoung children," according to Patrick Saign, Pizza Time's marketing vice president. "We also wanted it to be a quality item to attract adults, as the perfect Easter gift for their children."

Starring the Stores

The Lake Worth and West Palm Beach units sent the characters to the South Florida Fair, where Chuck E. encountered a giant Pac-Man.

Ronald McDonald clowns around with his three new friends at the El Cajon, California, Mother Goose Parade.

During intermission of the Shriner's Circus in Tucson, Arizona, the Pizza Time Players performed a funny skit with the clowns and participated in a bicycle give-away.

Munch and Chuck E. visited the Ice Capades in Fort Wayne, Indiana, and met one of the Smurf performers.

Cutting the ribbon to open the McAllen, Texas Pizza Time are, left to right, center, Roy Villarreal, general manager; Bernie Watta, manager; Kathy MacKey, group coordinator; and Larry Shackelford, manager.

The inflatable Chuck E. from the Tukwila, Washington, Pizza Time helped a local children's clothing store open. Over 1,000 Chuck E. Bucks, as well as 1,500 Chuck E. baseball hats were given away.

Chuck E. joins his little friends in the Beagle's Ballroom at the opening of the Riverside (Chicago Ave.), California's, new playland.

Lucky Chuck E.! At the Beechgrove Elementary School Fun Festival in Florence, Kentucky, the Big C greets a pair of lovely participants.

Heidi Baldwin of the Richmond, Virginia, Pizza Time shows off the store's Christmas tree, which was decorated with birthday hat banks.

Actor John Quade, who played the motorcycle gang leader in the movies "Any Which Way But Loose" and "Any Which Way You Can," enjoyed a pizza with his family at the Stockton, California, store.

The Capitola, California, Pizza Time sponsored a bowl-a-thon with the Big Brothers/Big Sisters of America at a local bowling alley. Chuck E. and Jasper were team captains at the event, which helped raise $13,000. Ocala, Florida, has been holding school nights, allowing the invited elementary school to bring students, faculty, staff and their families for a night of free games. Michelle Roos, the store's group coordinator, uses the sign-in sheets as a mailing list for future promotions.

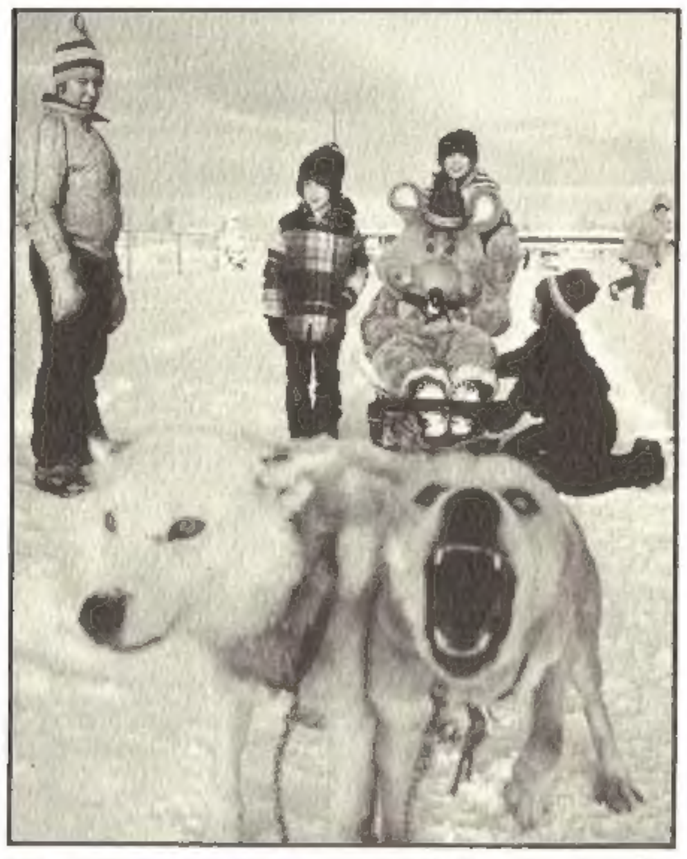
Also in Florida, the Jacksonville store was recently on "P.M. Magazine." The popular TV show favorably compared Pizza Time Theatre to Disney World and EPCOT. The Garden Grove (Valley View St.) store in California was the setting for the second annual Skee Bowling tournament sponsored by the YMCA Indian Guides. Waterbury, Connecticut's, Pizza Time Theatre gave kids five tokens for donating used children's books for local daycare centers.

In Texas, the Fort Worth (Jacksboro Hwy, Pizza Time was one of the grand prize winners in the "Pop the Tops For Fun" promotion with the Coca-Cola Bottlers of Dallas, earning group coordinator Charlotte Tucker a Caribbean Cruise for two. The Euless store donated hats, backpacks and Chuck E. Bucks to Lackland Air Force Base for its handicapped children's Christmas party.

In Lawton, Oklahoma, Chuck E. visits Memorial Hospital every Wednesday afternoon, bringing surprises to patients in the children's ward. The Victorville, California, store sent "The Big C" to visit a 2-year-old hospital patient suffering from double pneumonia and refusing to eat. After seeing Chuck E., the little boy started eating and was released a few days later.

Job's Daughters held a Pizza Night at the San Ramon, California, store to raise money for training seeing eye dogs. Employees of the Ogden, Utah, Pizza Time decorated a Christmas tree and donated it to the city's Festival of Trees, which auctioned it off and gave the proceeds to charity.

At the Mentor, Ohio, store, a little girl bought a Chuck E. Cheese balloon, wrote on it and released it, hoping someone would find the balloon. Several weeks later, a man called from Augusta, Maine, and said he'd found it! At the Citrus Heights, California, Pizza Time, tech George Wallace took time out



Chuck E. gets ready to enjoy a relaxing dog sled ride in Anchorage, Alaska.

Joining Chuck E. in the Bossier City, Louisiana, grand opening ribbon cutting are, left to right, Loy Moore, chamber of commerce president; John Stanley, district 3303 director; Lt. Governor Bobby Freeman; Mayor Marvin Anding; and David Lampkin, general manager.

Skip Young, who played Wally on "Ozzie & Harriette," enjoys Victorville, California's grand opening luncheon with general manager Archie Trudo, left, and mayor Jean DeBlasis.

Local TV personality Bob Bartlet congratulates Chuck E. and Annette Dulaney, group coordinator of the Abilene Pizza Time, for collecting $600 for Muscular Dystrophy. Chuck E. and volunteers from the store went door-to-door collecting the money.

Chuck E. is welcomed to Killeen, Texas by Kanga the Kangaroo, mascot of Killeen High School.

Andy Norris of the Portland Trailblazers professional basketball team enjoys a visit to the Jackson, Mississippi Pizza Time.

Chuck E. looks over some of the canned goods donated for charity at the Beaverton, Oregon, Pizza Time. The store gave five tokens for each can donated.

The Marines brought a tank to the Syracuse, New York, Pizza Time to help promote the Toys For Tots drive at the store. Store tech Joe Hall played Santa.

A trio of Texans from the San Antonio (Military Drive) store check out the machines at a custom car show, which attracted 60,000 people.

Promotional coordinator Lynda Wilson, far right, and Chuck E. present a Thanksgiving turkey to the Benavidez family, one of the winners of the free turkey drawing at the Albuquerque, New Mexico, Pizza Time Theatre.

of his schedule to give a little blind boy a "touch tour" of the games and characters. The lad was so excited at being able to touch Chuck E. that he wrote George a thank you letter in Braille.

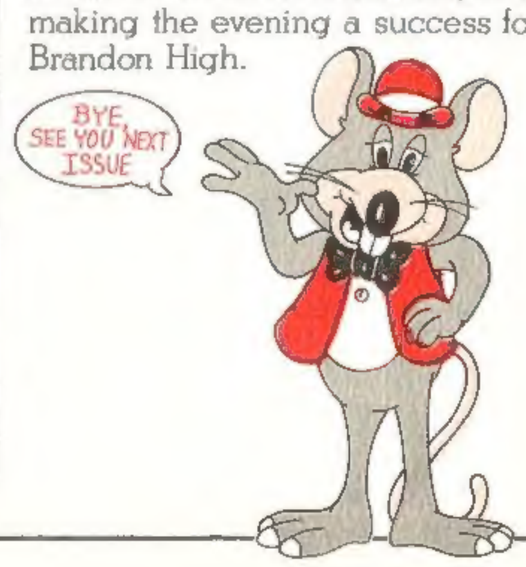
At the Boulder, Colorado, store, college student Raymond Mueller set a world record on Gravitar, racking up 4,722,200 points in 12 hours. In California, the Stockton, Lodi, Modesto, Sacramento (Arden Way) and Sacramento (Florin Mall) stores had a dough rolling tournament, complete with playoffs, to see who's the best "skin maker" in district 3202.

Contests are going on in Florida, too. The Pompano Beach, Lake Worth, Hialeah, Plantation and West Palm Beach stores are each hosting a Ms. Pac-Man contest Memorial Day, with prizes that include a Coleco home Pac-Man game, TV sets and an Asteroid arcade game.

Across the Florida peninsula, the Brandon Pizza Time helped the local high school earn enough money for four Radio Shack TRS-80 computers for its newly-formed computer department. The store planned Brandon High's Computer Night for a month and made several appearances to make sure the event would be a big success.

On Computer Night, everyone turned out. Even the students attending night classes at the school ordered food — 32 large pizzas and 120 large Cokes, all to go! School clubs booked parties at $3.95 per person and gave the store their orders earlier in the day so everything was ready when they arrived. Brandon had 28 parties that night, averaging 15 to 25 members each. During the festivities, the school band played outside and the students had video game contests inside.

According to general manager Donna Laytart, every cast member in the store did an excellent job of making the evening a success for Brandon High.



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